

ABSTRACT OF THE DISCLOSURE

5      A library of video advertisements are stored at a  
clearing house for distribution to a plurality of  
geographically separated theaters along with display schedules  
of the transmitted video advertisements. A network such as  
the Internet connects the clearing house to the theaters. At  
the theaters, the transmitted video advertisements are  
10     displayed according to the schedules. A log of the displayed  
advertisements is compiled at each theater and transmitted by  
the network to the clearing house. In addition, one or more  
parameters representative of attendance and/or demographics at  
the theater are also transmitted by the network to the  
15     clearing house.

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